

**Hello,  
I'm  
Peter  
Hellicar.**



**Contact**

[pete@hellicarstudio.com](mailto:pete@hellicarstudio.com)

+44 (0)7958 474493

18a Malling St,

Lewes, BN7 2RD



# Peter Hellicar



I have worked in the creative industries for 25 years as an art director, designer, set builder, filmmaker, and creative generalist. My broad interests and experience have led to a varied project portfolio. This comprehensive knowledge base gives me a solid idea of the production, processes, and timings required when taking on projects of all kinds. I am a designer and maker at heart and enjoy the process of conceiving, developing and creating design projects from the ground up.

I have worked for many years within the field known as "Experiential," having designed, built, and executed many projects for international brands. The House of Vans London, Nike Feel Tv, and Coke 24hr Music are notable. Each project contains many layers of analog-digital engagement and explores how brands can communicate in today's multi-channel landscape.

My varied skill set and passion for building meaningful brand engagement have led to a somewhat unorthodox approach. I am always keen to look at all areas of a design brief and build out from a user-centric perspective, creating multi-layered projects that allow brands to express ideas while ensuring that users feel central to their experience. With digital being an all-pervasive idea, the need for an awareness of the importance of any project's analog/IRL aspects only adds value to the overall experience, adding power and allowing ideas to land without compromising the viewers' integrity. Meaningful connection is critical at all touch points.

My term for this collaborative practice is "Environments," with each designed layer of an experience/environment being part of a more comprehensive whole—each small element adding to the desired experience and reinforcing a brand's unique perspective. I enjoy the end-to-end process of creating overall concepts, designing the look & feel, building a sound rationale, defining user journeys, and implementing these ideas.

As a designer, creative, and art director, I have worked for many brands over the last 25 years and have a lot of experience creating the many assets required to build modern projects. I love to design and develop at all levels and relish collaborating with skilled and inspirational creative thinkers.

# Peter Hellicar



I have worked with many agencies and enjoyed collaborating with some of the world's best designers, marketers, musicians, and filmmakers. Over the last ten years, the creative industries have evolved massively, incorporating the new and ever-changing tools available via tech, data, and market research. This unique design space allows for an ever more nuanced approach, but passion and emotional connection must be at the heart of any proposed engagement. Understanding the subtle interplay between the layers of any design project can turn an average project into something spectacular.

## WORK EXPERIENCE

2020 – 2022

### Creative Director

*Hellicar Studio, Lewes*

Director & designer building web, interactive and brand-based projects.

- Creative lead and design direction
- Interactive Design, digital, web, film, print & experiential

2015 – 2020

### Freelance Creative Director

*Proud Robinson Partners, London*

My duties included working with the PRP team to build proposals and multi-channel projects for Facebook, Toyota, Nissan, ISDB, and Old Parr.

- Initial concept and design development
- Presentation of proposals
- Multi-channel content creation. Digital, web, film, print & experiential
- Working with architects and international production teams to execute projects onsite

2017 – 2020

### Creative Director

*Bureau, London*

BUREAU was a London-based practice submerged within the belief that every brand and organisation can create loyalty and sales through research, data, and meaningful concepts. We developed projects for Lee Jeans, The Royal Academy, and Young Laureate for London.

- Creative & design direction
- Multi-channel content creation. Digital, web, film, print & experiential

## SKILLS

Full knowledge of Adobe Creative Suite.  
Extensive film and photography experience.  
Design & creative direction.  
Brand & design development.  
Interior & spacial design.

## AWARDS

### WINNER

Architizer  
A+ Awards 2016  
House Of Vans London

## PORTFOLIO

Please view a selection of projects here

[www.peterhellicar.com](http://www.peterhellicar.com)

# Peter Hellicar



## WORK EXPERIENCE CONTINUED

---

2006 – 2016

### Founder

*Hellicar & Lewis, London.*

Hellicar & Lewis was an interactive art and design studio based in London England. The studio worked at the intersection of art, design, and technology to create analog and digital experiences that bring people into the moment. The studio worked with brands, art institutions, and musicians.

- Creative and interactive design direction
- Project Lead

1999 – 2002

### Art Director

*Etnies Skateboard Footwear, USA*

Etnies footwear is a skateboard shoe company based in Lakeforest, California. I was responsible for all areas of brand and design development. I created company brand logos, products, catalogs, clothing graphics, and advertising.

- Art and design direction
- Catalogue and product photo shoots
- Clothing design and range development

## REFERENCES

---

### Ben Robinson

*Proud Robinson Partners, London*

+44 (0)7718 189762

ben@proud-robinson.com

### Jeff Bordman

*Bureau, London*

+44 (0)7949 091391

jeff@clownskateboards.com

## CLIENT LIST

---

Vans, Nike, Adidas, Palace Skateboards, Aries Arise, The Skate Society, Facebook Freuds, Proud Robinson Partners, Wieden +Kennedy, Anomaly, JWT, Mother, Coca Cola, Tate Modern, Lee Cooper, Selfridges, Diesel, V&A, The Royal Institute, BStore, Channel 4, New Balance, Etnies USA, Volcom Europe, Lacoste, Footpatrol, Discovery Channel, Blink TV, Reebok, Rachel Thomas, Nokia, Topshop Topman, Selfridges, The Pipettes, Memphis Industries, Dazed and Confused, Red or Dead, Moseley Folk Festival.

## OTHER

---

I have a design studio based in Lewes, East Sussex. I am happy to work both in-house and remotely.

## INTERESTS

---

I am an avid skater and have been deeply involved in skateboarding for the last 35 years. I teach skateboarding and run a small skate store in Lewes called The Skate Society.

## PORTFOLIO

---

Please view a selection of projects here

[www.peterhellicar.com](http://www.peterhellicar.com)